PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:	)	<u>Group Art Unit</u>: 3622
	)	
Leandros KONTOGOURIS	)	<u>Examiner</u>: A. Duran
	)	
Serial Number: 09/742,438	)	*Attorney Docket*: KONT3001beu
	)	
Filed: December 22, 2000	)	<u>Confirmation No.</u>: 8890

For: Advertising System And Method Which Provides Advertisers With An Accurate Way Of Measuring Response, And Banner Advertisement Therefor

<u>DECLARATION OF PRIOR INVENTION IN THE UNITED STATES OR IN A NAFTA OR WTO MEMBER COUNTRY TO OVERCOME CITED PATENT OR PUBLICATION (37 CFR §1.131)</u>

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

As an Applicant named in the above-identified U.S. Patent Application, I, Leandros Kontogouris, Athens, Greece, hereby declare that:

1.   This declaration is to establish completion of the invention of this application in Greece, a WIPO country, at a date prior to January 31, 2000, that is the effective date of the prior art patent that was cited by the examiner.

2.   The person making this declaration is the inventor.

<u>DOCUMENTARY EVIDENCE OF COMPLETION</u>

3.   To establish the date of completion of the invention of this application, the following attached documents are submitted as evidence:

a. a letter dated December 23, 1999, from myself to Mr. Harilaos Manginas, to which is attached a disclosure document, and which is date stamped as having been received by Mr. Manginas on December 24, 1999 (Exhibit A);

b. a letter from Mr. Manginas to myself dated December 24, 1999, evidencing receipt of the letter and disclosure (Exhibit B); and

c. a clean copy of the December 23 letter from myself to Mr. Manginas, which is from my files and is not stamped as received (Exhibit A1).

4. From these documents, it can be seen that the invention in this application was made at least by the date of December 23, 1999, which is a date earlier than the effective date of the reference.

5. Of note is the last complete paragraph on page 2 of the disclosure document, which states that "*In all cases, one fundamental difference with the present models is that unless the user acts back in such a way as to satisfy the advertiser (give an accurate answer, perform a task correctly) the interaction will not be complete. For as long as that the interaction remains incomplete, access to the content service will be blocked.*"

6. Also of note is the last three paragraphs on page 1 of the disclosure document, which refer to "webpages" and "banner advertisements"; the first complete paragraph on page 2 of the disclosure document, which refers to the Internet; and the last complete paragraph on page 3, which refer to the webpage of the service/content provider.

7. The cited passages of the disclosure document show that the invention as recited in my claims was completed before the effective date of the reference

STATEMENT AS TO DILIGENCE

8. I was diligent in completing my invention from a time just prior to the date of the reference, January 31, 2000, to the filing of the above-identified application on December 22, 2000.

9. To establish diligence from a time just prior to the date of the reference to the filing of the above-identified application, the following attached documents are submitted as evidence:

   a. an eight (8) page copy of a document filed with a Greek Notary Public, Mrs. Paraskevi Koutsopoulou, on September 26, 2000, including flowcharts and text describing the results of continued development of the invention between January 31, 2000 and September 26, 2000 (Exhibit C);

   b. a fax from Mrs. Kallinikou, then Supervisor/Director of the Greek Organisation of Intellectual Property, dated September 7, 2000 responsive to a request concerning information on protection of intellectual property in the U.S. (Exhibit D); and

   c. a flowchart dated November 16, 2000, showing further development of the procedure described and claimed in the present application (Exhibit E).

10. Exhibit C shows progress that was made in refining and developing the concepts disclosed in Exhibits A and B, and in addition provides evidence of efforts to file a patent application for the invention. The document included in Exhibit C was filed with a notary public, as is common practice in Greece, for the purpose of establishing international proof of my invention in preparation for international filing, and in particular filing in the U.S. It was submitted to the notary public immediately upon my return to Greece after my graduation from an MBA program in France.

11. Exhibit D is a response by the Greek Organisation of Intellectual Property to a query that I made in September 2000, evidencing my continuous efforts during the last few months of the year 2000 to educate myself about intellectual property protection in the U.S. in preparation for filing of the present patent application

12. Exhibit E is a flowchart printout dated November 16, 2000 showing additional aspects of the invention relative to the flowchart in Exhibit C, providing further evidence of efforts in developing the invention even as I continued to work on filing of my patent application in the U.S.

13. These exhibits provide evidence of diligent development of the invention between January 31, 2000 and December 22, 2000 even while completing my MBA studies in France. They also provide evidence of efforts to learn about U.S. intellectual property law in preparation for engaging a U.S. attorney and filing of the application in the U.S. on December 22, 2005.

TIME OF PRESENTATION OF THE DECLARATION

14 This declaration is submitted prior to final rejection.

ASSIGNMENT OF INVENTION

15. This application has not been assigned.

DECLARATION UNDER 18 USC §1001

16. As a person signing below:

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that willful

Serial Number 09/742,438

false statements and the like so made are punishable by fine or imprisonment or both, under §1001 of Title 18 of the United States code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

March 1st, 2006
Date

Leandros Kontogouris
Leandros Kontogouris

To: Mr. Harilaos Manginas. Manginas Law Office and Associates, Athens, Greece

Fax: 88.27.213

From: Leandros Kontogouris. Neo Psychico - Athens. Greece.

Fax: 67.12.053

Pages: 1+ 4

- STRICTLY CONFIDENTIAL -

Thursday, 23 December 1999

Dear Mr. Manginas,

In view of the fact that my invented business method is primarily geared toward the US market, I am following your instructions and I am faxing you the ensuing preliminary description of my invention in English.

In the months that follow until my graduation from the INSEAD business school I will focus on refining my model with the obvious goal of filing for an American patent with the US Patent Office, where unlike in Europe, it is possible to be granted a patent for a business method. The advanced legal patent framework of the United States offers me this opportunity, which I am willing to pursue.

For my records, please exercise the powers vested on you by being an Attorney-in-Law and fax me back your signed confirmation of having received this.

I again thank you in advance for all your assistance. Please extend my greetings to your son, Demosthenes Manginas, whose invaluable knowledge on EU policies with respect to new technologies helped me understand the advantages of the US patent law over those of Europe.

I will keep you updated on all progress concerning the steps I will take towards applying for a US patent. Let's hope that we will enter the new millennium free of all the destruction that everyone is anticipating.

I wish you a Merry Christmas, a Happy New Year and - why not - a very Happy New Millennium!

Sincerely,

Leandros Kontogouris

23/12/1999

ΧΑΡΙΛΑΟΣ ΣΤ. ΜΑΓΓΙΝΑΣ
ΔΙΚΗΓΟΡΟΣ ΑΘΗΝΑΣ
Λ. ΑΛΕΞΑΝΔΡΑΣ 46 - ΑΘΗΝΑ
ΤΗΛ. 8830123 - FAX: 8827213
Α.Φ.Μ. 094426801 - Δ.Ο.Υ. Γ΄ ΑΘΗΝΩΝ

Synopsis of My Invented Business Method

Introduction

Presently, we are beginning to see the so-called convergence of media, technologies and their respective devices. Before, we used to have radios, TV sets, Video players/recorders, computers, faxes, telephones, cameras, and cell phones and cinema reels and they all worked separately performing different functions. Today, New Technologies bring us digital radio, digital photography, digital video, digitally compressed/stored music in the MP3 format, the streaming of TV programming via the internet, video-conferencing, and the download of ring tones on our cell phones. New technologies allow the transfer, exchange and experiencing of all such digitized content through our PCs, laptops, PDAs and eventually our cell phones. We also see the convergence of such devices such as hybrid cell phones/PDAs, whereby they start to communicate with each other through wireless protocols such as Bluetooth, the UMTS ("3G") protocol for wireless telephony, and those that are yet to come around.

Background

Many companies experiment with online advertising, namely with banners and pop-ups which nonetheless are intrusive and pretty much work along the principle of advertising in traditional media (print, TV, radio); they tend to be single-directional, transmitting the message from the medium to the viewer. In other words they do not exploit the inherent interactivity of the Internet and the new technologies. Sometimes, such ads have animation, but do not require any feedback from the viewer. As soon as users hit such banners or pop-ups, they are re-routed to the website of the advertised product or service. However, there is no interactivity in the advertisement for the purpose of building awareness *per se*, as opposed to the drive of new sales. In other words, the user interaction follows after the ad has been displayed (and has thus completed its mission.) Hence, there is no interactivity <u>within</u> the advertising event/session.

The presently prevailing view toward online advertisement is that Internet content is and shall always be free. I find this approach shortsighted; presently companies are competing for market share and thus give away their offerings for free, but this is not a sustainable model for the long run. Creating content is costly and Content Provides will have to at least recover this cost.

The problem with traditional advertising has always been that it is difficult - if not impossible – to measure its effectiveness with perfect accuracy. For the traditional Media, companies such as Nielsen have come up with elaborate statistical models to approximate the effectiveness of such Media. In the Internet world, one can measure click-throughs and even their conversion rates to website visits or even realized web sales. However, the product awareness that banners create when <u>not clicked</u> goes largely undetected. Today there is an implicit, indirect understanding by Internet users that banner/pop-up advertising is a revenue stream for content providers, but this value of advertising – making content available "for free" - is largely disguised and as a result advertising is seen as intrusive and obstructive.

23/12/1999

ΧΑΡΙΛΑΟΣ ΣΤ. ΜΑΤΓΙΝΑΣ
ΔΙΚΗΓΟΡΟΣ ΑΘΗΝΑΣ
Λ. ΑΛΕΞΑΝΔΡΑΣ 46 - ΑΘΗΝΑ
ΤΗΛ. 8830123 - FAX: 8827213

My model

My model recognizes that advertising will again be a major source of revenue for the service/content providers of Internet and the converging communication technologies, in the same way it happens with public TV, radio, and the Press.

Studying the different present business models while currently pursuing my MBA degree, I devised a new business method whereby, advertising is monetized and the aforementioned exchange value is brought in the very center of the transaction.

Besides the Internet, this principle can be equally applied in the world of interconnected PDAs, cell phones, intractive TV and all other devices that communicate bi-directionally through a network.

In my model, to access content or to receive an online service, the user is presented with two options, to:

- Either purchase the online content/service via credit card or through an online payment service, or

- Opt for viewing and interacting with one or more advertisings that may be targeted to her profile (her anonymous demographic data will be kept in a database – the identification of users may take place through logging in or via cookies, etc.)

In essence, I utilize advertising as another payment method, where ad-viewings become an online currency, an alternative to real-world money.

In practice, it is the equivalent as if someone was to go to a newspaper stand and was given their newspaper for free, if he would accept to view a few printed ads and then complete, say, a quiz or crosswords on the viewed ads without mistakes. In the real world, such a proposition would make little sense because of the logistical problems with administering and checking such a quiz. This is not so in the electronic world, where all such feedback can be handled automatically at an insignificant cost per transaction.

Such advertising could incorporate certain of the attributes of surveys: individualized user feedback may be acceptable, as such feedback may carry additional value for the advertiser. In other words, the feedback/response may not be standard, but may instead be "open-ended" for the advertiser to gain feedback from users. Such interaction would again take place within the advertising event.
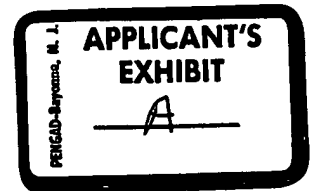
In all cases, one fundamental difference with the present models is that unless the user acts back in such a way as to satisfy the advertiser (give an accurate answer, perform a task correctly) the interaction will not be complete. For as long as that the interaction remains incomplete, access to the content/ service will be blocked. In case of wrong feedback the advertisement will play all over again, until the user responds/interacts appropriately. Users may have the option to turn off this "tolling" mechanism, by say closing the advertisement window, but this would take them back to the point where they had to choose to either pay or view an ad (in order to access their desired content or get access to their desired online service). Access to the service/content is always subject to appropriate interaction with the advertising.

23/12/1999

Sealed in Athens
24/12/9

ΧΑΡΙΛΑΟΣ ΣΤ. ΜΑΓΓΙΝΑΣ
ΔΙΚΗΓΟΡΟΣ ΑΘΗΝΑΣ
Λ. ΑΛΕΞΑΝΔΡΑΣ 46 - ΑΘΗΝΑ
ΤΗΛ. 8830123 · FAX. 3827213

In my model there are three distinct tasks/functions that are performed.

- providing content,

- providing access blocking interactive advertisement as a way to monetize on the value of the content,

- consuming advertising in order to access online content/service

It is possible that the service/content provider could undertake both the first two functions, but in principle there are three distinct parties involved:

- The content/service provider

- The user, and

- The operator/implementer of my business method.

The role of the implementer is the following:

- to aggregate advertisements and to negotiate the value of those ads with the advertisers.

- to be present and available to intervene and come into play once users opt to see ads as opposed to paying for their desired service/content

- optionally, to match advertisements with users profile to maximize the value of the ad viewing

- to present users with ads, blocking their access to their desired service/content unless they interact with the ad appropriately.

- To provide log information to the content provider and the advertiser respectively and settle accounts with those parties, after completion of the transaction.

The aforementioned intermediation benefits all:

- the advertiser enhances the appeal of its message;

- the service/content provider has an independent advertising platform outside its webpage surface. Its webpage is no longer associated with the advertising message or the advertising brand and can thus benefit from additional advertising that she could not otherwise attract. In fact, the content provider does not have to worry about attracting advertising at all. This becomes the responsibility of the Implementer and, therefore, the service provider can focus on what she does best, cater for the best services/content to its public.

- The implementer can focus on making advertising interactive and friendly to users. Also, she can build and maintain a database of user profiles, which she will match with appropriate ads, to heighten the effectiveness of the campaign. Profiling service/content providers (in the way in

23/12/1999

ΧΑΡΙΛΑΟΣ ΣΤ. ΜΑΡΤΙΝΑΣ
ΔΙΚΗΓΟΡΟΣ ΑΘΗΝΑΣ
Λ. ΑΛΕΞΑΝΔΡΑΣ 46 - ΑΘΗΝΑ
ΤΗΛ. 8830123 - FAX:. 8827213
Α.Φ.Μ. 004426801 - Δ.Ο.Υ. Ι' ΑΘΗΝΩΝ

happens in traditional advertising or internet banners) to match it with the profile of campaigns becomes irrelevant. Unlike in say a magazine, where advertisers derive the readers' profile by assuming it fits the profile of the magazine, this is no longer necessary in my method. Optionally, advertisements can be matched electronically with users' profiles (though their strictly personal data may remain anonymous).

Conclusion

Today, there is increasing interest to find ways to make the Internet become profitable. Advertising is an obvious source of revenue, but advertising has yet to be adjusted to the special qualities of this new Media of Communication, namely its interactivity, which allows for perfect monitoring of advertisement effectiveness. This is a problem that my invented method tackles. Other interactive communication networks, such as the cellular telephony, and the forthcoming interactive TV share the same quality of interactivity. Thus my conceptualized business method is equally destined for those networks

My concept is about commoditizing the value of advertising and putting in into work for content providers, thus offering them a better solution on how to monetize on their offered content and services.

By placing the value of advertising at the center of the value proposition that my method presents users with, my model makes advertising welcomed and acceptable: users experience directly the benefit of advertising, which in effects pays for the content that they would otherwise have to pay themselves. This newly created value is enhanced by the entry of a third party (the implementer) into play.

Thus, my model suggests a streamlining of the advertising process, where all "clearance" of advertising supply and demand will take place within the software application that I will be developing to implement this model, and whereby advertisers may focus on the creative side of the business and service/content providers on heightening the quality of their offerings.

A.K.

Sealed by
Athens
24/12/99

ΧΡΙΛΛΟΣ ΣΤ. ΜΑΓΓΙΝΑΣ
ΔΙΚΗΓΟΡΟΣ ΑΘΗΝΑΣ
Λ. ΑΛΕΞΑΝΔΡΑΣ 46 - ΑΘΗΝΑ
ΤΗΛ.   8830123 - FAX: 8827213
Α.Φ.Μ. 004426801 - Δ.Ο.Υ. Ι' ΑΘΗΝΩΝ

CHARILAOS MANGINAS & ASSOCIATES
ATTORNEYS AT LAW

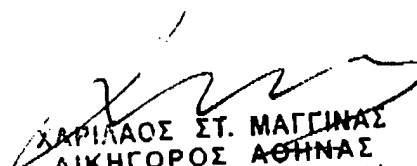|	
46, Alexandras Avenue	GR-11473, Athens
+301 8830123	FAX : +301 8827213

Athens, 24/12/1999

Dear Leandros.

I confirm that I have received your proposal for a new invention related to the electronic advertisement, and as requested I am sending you back your faxes with my seal on each page to serve as proof of my receipt.

Wishing you a happy New Year,

ΧΑΡΙΛΑΟΣ ΣΤ. ΜΑΓΓΙΝΑΣ
ΔΙΚΗΓΟΡΟΣ ΑΘΗΝΑΣ
Λ. ΑΛΕΞΑΝΔΡΑΣ 46 - ΑΘΗΝΑ
ΤΗΛ.   8830123 - FAX: 8827213
Α.Φ.Μ. 004426801 - Δ.Ο.Υ. Γ' ΑΘΗΝΩΝ

To: Mr. Harilaos Manginas, Manginas Law Office and Associates, Athens, Greece

Fax: 88.27.213

From: Leandros Kontogouris, Neo Psychico - Athens, Greece.

Fax: 67.12.053

Pages: 1 + 4

- STRICTLY CONFIDENTIAL -

Thursday, 23 December 1999

Dear Mr. Manginas,

In view of the fact that my invented business method is primarily geared toward the US market, I am following your instructions and I am faxing you the ensuing preliminary description of my invention in English.

In the months that follow until my graduation from the INSEAD business school I will focus on refining my model with the obvious goal of filing for an American patent with the US Patent Office, where unlike in Europe, it is possible to be granted a patent for a business method. The advanced legal patent framework of the United States offers me this opportunity, which I am willing to pursue.
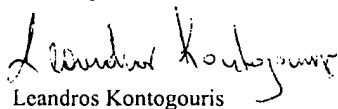
For my records, please exercise the powers vested on you by being an Attorney-in-Law and fax me back your signed confirmation of having received this.

I again thank you in advance for all your assistance. Please extend my greetings to your son, Demosthenes Manginas, whose invaluable knowledge on EU policies with respect to new technologies helped me understand the advantages of the US patent law over those of Europe.

I will keep you updated on all progress concerning the steps I will take towards applying for a US patent. Let's hope that we will enter the new millennium free of all the destruction that everyone is anticipating.
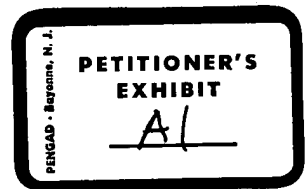
I wish you a Merry Christmas, a Happy New Year and - why not – a very Happy New Millennium!

Sincerely,

Leandros Kontogouris

Synopsis of My Invented Business Method

Introduction

Presently, we are beginning to see the so-called convergence of media, technologies and their respective devices. Before, we used to have radios, TV sets, Video players/recorders, computers, faxes, telephones, cameras, and cell phones and cinema reels and they all worked separately performing different functions. Today, New Technologies bring us digital radio, digital photography, digital video, digitally compressed/stored music in the MP3 format, the streaming of TV programming via the internet, video-conferencing, and the download of ring tones on our cell phones. New technologies allow the transfer, exchange and experiencing of all such digitized content through our PCs, laptops, PDAs and eventually our cell phones. We also see the convergence of such devices such as hybrid cell phones/PDAs, whereby they start to communicate with each other through wireless protocols such as Bluetooth, the UMTS ("3G") protocol for wireless telephony, and those that are yet to come around.
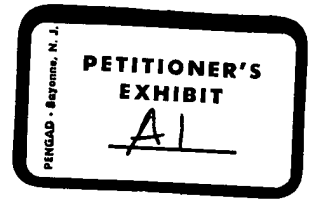
Background

Many companies experiment with online advertising, namely with banners and pop-ups which nonetheless are intrusive and pretty much work along the principle of advertising in traditional media (print, TV, radio); they tend to be single-directional, transmitting the message from the medium to the viewer. In other words they do not exploit the inherent interactivity of the Internet and the new technologies. Sometimes, such ads have animation, but do not require any feedback from the viewer. As soon as users hit such banners or pop-ups, they are re-routed to the website of the advertised product or service. However, there is no interactivity in the advertisement for the purpose of building awareness *per se*, as opposed to the drive of new sales. In other words, the user interaction follows after the ad has been displayed (and has thus completed its mission.) Hence, there is no interactivity within the advertising event/session.

The presently prevailing view toward online advertisement is that Internet content is and shall always be free. I find this approach shortsighted: presently companies are competing for market share and thus give away their offerings for free, but this is not a sustainable model for the long run. Creating content is costly and Content Provides will have to at least recover this cost.

The problem with traditional advertising has always been that it is difficult - if not impossible – to measure its effectiveness with perfect accuracy. For the traditional Media, companies such as Nielsen have come up with elaborate statistical models to approximate the effectiveness of such Media. In the Internet world, one can measure click-throughs and even their conversion rates to website visits or even realized web sales. However, the product awareness that banners create when not clicked goes largely undetected. Today there is an implicit, indirect understanding by Internet users that banner/pop-up advertising is a revenue stream for content providers, but this value of advertising – making content available "for free" - is largely disguised and as a result advertising is seen as intrusive and obstructive.

23/12/1999   2

My model

My model recognizes that advertising will again be a major source of revenue for the service/content providers of Internet and the converging communication technologies, in the same way it happens with public TV, radio, and the Press.

Studying the different present business models while currently pursuing my MBA degree, I devised a new business method whereby, advertising is monetized and the aforementioned exchange value is brought in the very center of the transaction.

Besides the Internet, this principle can be equally applied in the world of interconnected PDAs, cell phones, intractive TV and all other devices that communicate bi-directionally through a network.

In my model, to access content or to receive an online service, the user is presented with two options, to:

- Either purchase the online content/service via credit card or through an online payment service, or

- Opt for viewing and interacting with one or more advertisings that <u>may</u> be targeted to her profile (her anonymous demographic data will be kept in a database – the identification of users may take place through logging in or via cookies, etc.)
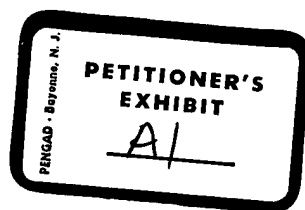
In essence, I utilize advertising as another payment method, where ad-viewings become an online currency, an alternative to real-world money.

In practice, it is the equivalent as if someone was to go to a newspaper stand and was given their newspaper for free, if he would accept to view a few printed ads and then complete, say, a quiz or crosswords on the viewed ads without mistakes. In the real world, such a proposition would make little sense because of the logistical problems with administering and checking such a quiz. This is not so in the electronic world, where all such feedback can be handled automatically at an insignificant cost per transaction.

Such advertising could incorporate certain of the attributes of surveys: individualized user feedback may be acceptable, as such feedback may carry additional value for the advertiser. In other words, the feedback/response may not be standard, but may instead be "open-ended" for the advertiser to gain feedback from users. Such interaction would again take place within the advertising event.

In all cases, one fundamental difference with the present models is that unless the user acts back in such a way as to satisfy the advertiser (give an accurate answer, perform a task correctly) the interaction will not be complete. For as long as that the interaction remains incomplete, access to the content/ service will be blocked. In case of wrong feedback the advertisement will play all over again, until the user responds/interacts appropriately. Users may have the option to turn off this "tolling" mechanism, by say closing the advertisement window, but this would take them back to the point where they had to choose to either pay or view an ad (in order to access their desired content or get access to their desired online service). Access to the service/content is always subject to appropriate interaction with the advertising.

In my model there are three distinct tasks/functions that are performed:

- providing content,

- providing access blocking interactive advertisement as a way to monetize on the value of the content,

- consuming advertising in order to access online content/service

It is possible that the service/content provider could undertake both the first two functions, but in principle there are three distinct parties involved:

- The content/service provider

- The user, and

- The operator/implementer of my business method.

The role of the implementer is the following:

- to aggregate advertisements and to negotiate the value of those ads with the advertisers.

- to be present and available to intervene and come into play once users opt to see ads as opposed to paying for their desired service/content

- optionally, to match advertisements with users profile to maximize the value of the ad viewing

- to present users with ads, blocking their access to their desired service/content unless they interact with the ad appropriately.

- To provide log information to the content provider and the advertiser respectively and settle accounts with those parties, after completion of the transaction.

The aforementioned intermediation benefits all:

- the advertiser enhances the appeal of its message;

- the service/content provider has an independent advertising platform outside its webpage surface. Its webpage is no longer associated with the advertising message or the advertising brand and can thus benefit from additional advertising that she could not otherwise attract. In fact, the content provider does not have to worry about attracting advertising at all. This becomes the responsibility of the implementer and, therefore, the service provider can focus on what she does best, cater for the best services/content to its public.

- The implementer can focus on making advertising interactive and friendly to users. Also, she can build and maintain a database of user profiles, which she will match with appropriate ads, to heighten the effectiveness of the campaign. Profiling service/content providers (in the way it

happens in traditional advertising or internet banners) to match it with the profile of campaigns becomes irrelevant. Unlike in say a magazine, where advertisers derive the readers' profile by assuming it fits the profile of the magazine, this is no longer necessary in my method. Optionally, advertisements can be matched electronically with users' profiles (though their strictly personal data may remain anonymous).

Conclusion

Today, there is increasing interest to find ways to make the Internet become profitable. Advertising is an obvious source of revenue, but advertising has yet to be adjusted to the special qualities of this new Media of Communication, namely its interactivity, which allows for perfect monitoring of advertisement effectiveness. This is a problem that my invented method tackles. Other interactive communication networks, such as the cellular telephony, and the forthcoming interactive TV share the same quality of interactivity. Thus my conceptualized business method is equally destined for those networks.

My concept is about commoditizing the value of advertising and putting in into work for content providers, thus offering them a better solution on how to monetize on their offered content and services.

By placing the value of advertising at the center of the value proposition that my method presents users with, my model makes advertising welcomed and acceptable: users experience directly the benefit of advertising, which in effects pays for the content that they would otherwise have to pay themselves. This newly created value is enhanced by the entry of a third party (the implementer) into play.

Thus, my model suggests a streamlining of the advertising process, where all "clearance" of advertising supply and demand will take place within the software application that I will be developing to implement this model, and whereby advertisers may focus on the creative side of the business and service/content providers on heightening the quality of their offerings.

A.L.

ΑΝΤΙΓΡΑΦΟ

ΠΑΡΑΣΚΕΥΗ ...
ΣΥΜΒΟΛΑΙΟΓΡΑΦΟΣ
Εμμ. Μπενάκη 25 - Τηλ. 38.11,712
Αθήνα 106 78

ΑΡΙΘΜΟΣ 4388

ΠΡΑΞΗ ΚΑΤΑΘΕΣΗΣ ΕΓΓΡΑΦΟΥ

Στην Αθήνα σήμερα στις είκοσι έξι (26) του μηνός Σεπτεμβρίου του έτους δύο χιλιάδες (2000) ημέρα Τρίτη, στο συμβολαιογραφείο μου που βρίσκεται στην οδό Εμμανουήλ Μπενάκη αριθμός 25, στον δεύτερο (Β) όροφο πολυώροφης οικοδομής (αριθμός γραφείου 4) συνιδιοκτησίας εμού και του συζύγου μου, σε μένα τη Συμβολαιογράφο Αθηνών και κάτοικο Γλυφάδας Αττικής **ΠΑΡΑΣΚΕΥΗ** σύζυγο Γρηγορίου **ΚΟΥΤΣΟΠΟΥΛΟΥ** το γένος Γεωργίου **ΧΑΤΖΗΑΝΤΩΝΙΟΥ,** με έδρα την Αθήνα παρουσιάστηκε ο ικανός προς δικαιοπραξία και μη εξαιρούμενος από το νόμο κ. Λέανδρος Κοντογούρης του Λεωνίδακαι της Κυβέλης, Οικονομολόγος, που γεννήθηκε στην Αθήνα το έτος 1972, κάτοικος Νέου Ψυχικού Αττικής, οδός 28ης Οκτωβρίου αρ.82, κάτοχος του δελτίου αστυνομικής ταυτότητας υπ'αριθμόν Π.058.207 που εκδόθηκε την 8-6-1989 από το Τ.Α Ν.Ψυχικού, ο οποίος ζήτησε τη σύνταξη της παρούσας για να καταθέσει σε μένα την Συμβολαιογράφο το παρακάτω έγγραφο, γραμμένο στην αγγλική γλώσσα, το οποίο αποτελείται από έξι (6) συνεχόμενα φύλλα και την μετάφρασή του στην ελληνική γλώσσα, νόμιμα χαρτοσημασμένο για φύλαξη και για να του παρέχω όποτε ζητήσει μόνο αυτός και κανένας άλλος επίσημο αντίγραφό του, και αφορά την ΚΑΤΟΧΥΡΩΣΗ ΠΝΕΥΜΑΤΙΚΩΝ ΤΟΥ ΔΙΚΑΙΩΜΑΤΩΝ

ΤΙΤΛΟΣ ΕΓΓΡΑΦΟΥ: SOFTWARE WITH APPLICATION IN NEW ECONOMY FOR THE DISPLAY OF AD BANNERS IN A FORMAT THAT REQUIRES USERS' INPUT TO
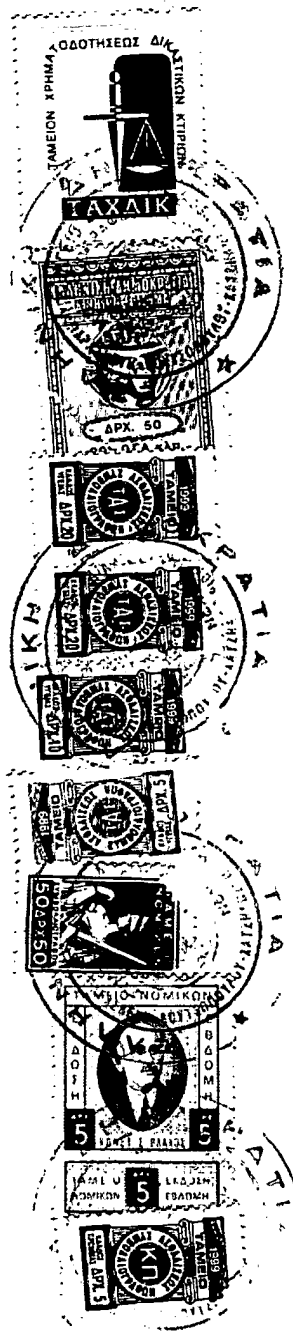
ALLOW FREE ACCESS TO USERS' PREFERRED ELECTRONIC DESTINATION.

(ΛΟΓΙΣΜΙΚΗ ΕΦΑΡΜΟΓΗ ΣΤΙΣ ΤΕΧΝΟΛΟΓΙΕΣ ΤΗΣ ΝΕΑΣ ΟΙΚΟΝΟΜΙΑΣ ΓΙΑ ΤΗΝ ΠΑΡΑΒΟΛΗ ΔΙΑΦΗΜΙΣΕΩΝ ΠΟΥ ΑΠΑΙΤΟΥΝ ΑΜΦΙΔΡΟΜΗ ΕΠΙΚΟΙΝΩΝΙΑ ΑΠΟ ΤΟΥΣ ΧΡΗΣΤΕΣ ΓΙΑ ΤΗΝ ΠΑΡΟΧΗ ΠΡΟΣΒΑΣΗΣ ΣΤΟΝ ΠΡΟΟΡΙΣΜΟ ΕΠΙΛΟΓΗΣ ΤΟΥΣ.)

Οι παραπάνω δηλώσεις του εμφανισθέντος καταχωρήθηκαν στην πράξη αυτή σε .....ένα.... (.1.) φύλλο. για το οποίο εισπράχθηκαν για τέλη και δικαιώματά μου δραχμές

με ένα αντίγραφο, και αφού διαβάστηκε καθαρά και μεγα-λόφωνα στον εμφανισθέντα ο οποίος την άκουσε , τη βε-βαίωσε , συμφώνησε στο περιεχόμενό της και την υπογρά-ψαμε αυτός και εγώ και όπως ορίζει ο Νόμος.

Ο ΕΜΦΑΝΙΣΘΕΙΣ   Η ΣΥΜΒΟΛΑΙΟΓΡΑΦΟΣ

Λ.Κοντογούρης

Software with application in New Economy for the display of ad banners in a format that requires users' input to allow free access to users' preferred electronic destination.

Description

The proposed innovative method of advertising applies to cyberspace, interactive digital television (iDTV) and cellular telephony (through WAP, UMTS or subsequent generations). It concerns the obligation of users to submit applicable data to the applet. Prior to the reception of an accurate answer, the banner will block accessibility to the user's desired destination.

The submission and dispatch of the accurate answer results in the disappearance of the ad banner and:

⇒ Either free access into the user's pre-selected electronic destination, [1] or

⇒ The transfer to the next stage of electronic ad (e.g., the transfer to a subsequent message of the same product, or the commencement of another ad.)

Concerning the Internet, the aforementioned procedure differs from the existing ones in cyberspace (page-contained "banners" and "pop-ups").[2] Today, there is no precedence for this format of advertising in cellular telephony or iDTV.

If users choose not to make use of the applet's primary function, they will have the alternative option of exiting the browser or ask for another URL (which may or may not use the proposed applet). With iDTV and cellular telephony, users will be able to cancel their entry choice to pass on the next page or table, and therefore will be able to return to the previous level.

It is possible that the submission of the users' responses may take place in various ways:

⇒ By typing or speaking to a microphone the name of a product, brand or other data that is relevant or that is provided by the ad banner

⇒ By selecting a specific answer to multiple choice questions with the use of peripherals [3]

---

[1] For example, the access to free ISP's, the viewing of standalone or linked web pages, viewing content that is designed to be viewed with the use of other applets (like RealPlayer), or the appearance of pages in iDTV and cellular telephony.

[2] "Pop-ups" are currently web pages of common format only with advertising content and, thus, they allow users to close the window either through the menu functions, or by hitting the "X" button in the upper right corner. This will not be possible with the proposed applet.

⇒ By drawing shapes, logos or letters with the mouse, stylus or other similar peripheral tool for entering elements that can be translated to electronic data.

It is possible that the applet will automatically detect the peripherals that the user has in place. This way, the applet will be able to tailor the format of the ad accordingly, so that it may receive users input with the preferred peripheral tools of the latter. Users can also determine this in advance, through customizing their settings of the applet.

To accelerate the exchange of data and minimize the delay of users in reaching their chosen final destination, it is aforethought that possibly part of the applet may be installed in advance in user equipment. Similarly, it is possible that "cookies" may be sent, following users' consent, in order to draw conclusions concerning the purchasing behavior and segmentation profile of users. This way, the kind of proposed ads and products may be adjusted to their profiles for the user benefit, as they will be more relevant. Similarly it is possible that users may determine their profiles themselves by completing electronic questionnaires) in order to determine the ad themes that are of interest and appeal to them.

Also, concerning the use of the proposed applet in the Internet, the following may be available:

⇒ The ability to directly access the web page of the advertised company, through clicking on built-in links

⇒ The ability to store ads or their respective links in the "favorites" folder

⇒ Giving users the choice to request an automatic reminder of the same ad at a later time.

Concerning the obligation of users to view ad messages, it is possible that the software may alternatively offer the direct purchase of website subscription, which will allow uninterrupted visit to the site, an experience similar to that of visiting web sites that would not make use the proposed applet. Also, proper configuration of the applet may allow users to postpone the viewing of ads and postpone the start of the procedure for a subsequent time.

Also, to prevent users' deception, it is possible that users may be warned in advance about the number of ad banners that will follow. Alternatively, with proper configuration of the applet' properties, users may wish to block or otherwise exclude

---

[3] As an indication, such peripherals may be the mouse, a stylus, a joystick, the arrows on the keyboard of computers or cellular phones, or other control peripherals.

electronic destinations that require the display of more than a chosen number of ads before the destinations can be viewed.

Finally, it is possible that users may be able to accumulate points from having viewed ads in block prior to their browsing session. This credit may be consumed during the browsing session for free access to their destinations.

Claims

1. The first stage of the proposed software applet concerns the appearance of a sizeable ad banner, following the selection of a URL or other electronic destination by a user, but prior to the transfer to this destination or the start of another software application (e.g., the viewing of a video-clip, or listening to a piece of music)

   At a second stage, for the ad banner to disappear, the user must respond to the content of the advertisement and properly answer the ad's question, by means of any plugged-in peripherals. By responding to the question, users register the ad message and acknowledge having done so.

   By correctly answering questions, users are either directly transferred to a subsequent ad banner or gain free access to their selected URL destination (for the internet) or the table/page (for interactive TV and cellular telephony.)

   The introduction of ads strengthens the role of advertisement as a sustainable source of revenue for website owners or those providing services in iDTV and cellular telephony.

2. In accordance to claim 1, the software may automatically detect the presence and operation of peripherals and customize the format of the ad banner for the appropriate reception of answers.

3. It is possible that a large part of the software may be installed in advance in the memory of the users' equipment (computers, cellular telephone, iDTV decoder, etc.) with the aim of faster transfer of ad data and faster completion of the entire proposed procedure.

4. Through the use of third-party databases, the proposed application may automatically recognize the consumer profile of users and adjust the content and category of advertised brands or products accordingly. Users may be able to fill out questionnaires with which they will determine their marketing segment. In the contrary case, the ad content may be common to all those users that have

chosen not to select their desired category of ads. Also, it is possible that "cookies" may be sent to the users system to assist the collection of such data to draw sounder conclusions.

5. It is possible that the applet may offer the registration and purchase of subscription for a fee so that the procedure described in claim1 is avoided.

6. Following a proper configuration of the system by users, it is possible that messages may be made to appear consecutively one after another in blocks or to be shown intermittently in a dispersed fashion during the web surfing session.

7. It is possible that the users may be informed beforehand about the number of messages that will follow before allowing them access to their desired electronic destination. Similarly, users may choose to exclude destinations that require more than a preset number of ads, either consecutively or in intervals.

8. When the applet is used for the World Wide Web, users may exit their browsers or seek to reach a new URL destination at any time.

9. It is possible that users may be credited with viewing units, if they choose to view ads prior to their visits of websites. Such credit of ad-viewing units may be consumed at a later stage in order to visit web URLs without interruption.

10. Similarly to claim 9, to obtain free access to URLs that use the proposed software, other web currencies (like "travel miles" or "beenz") may be used instead, when translated with an appropriate exchange rate.

Indicative process flow-chart of proposed applet
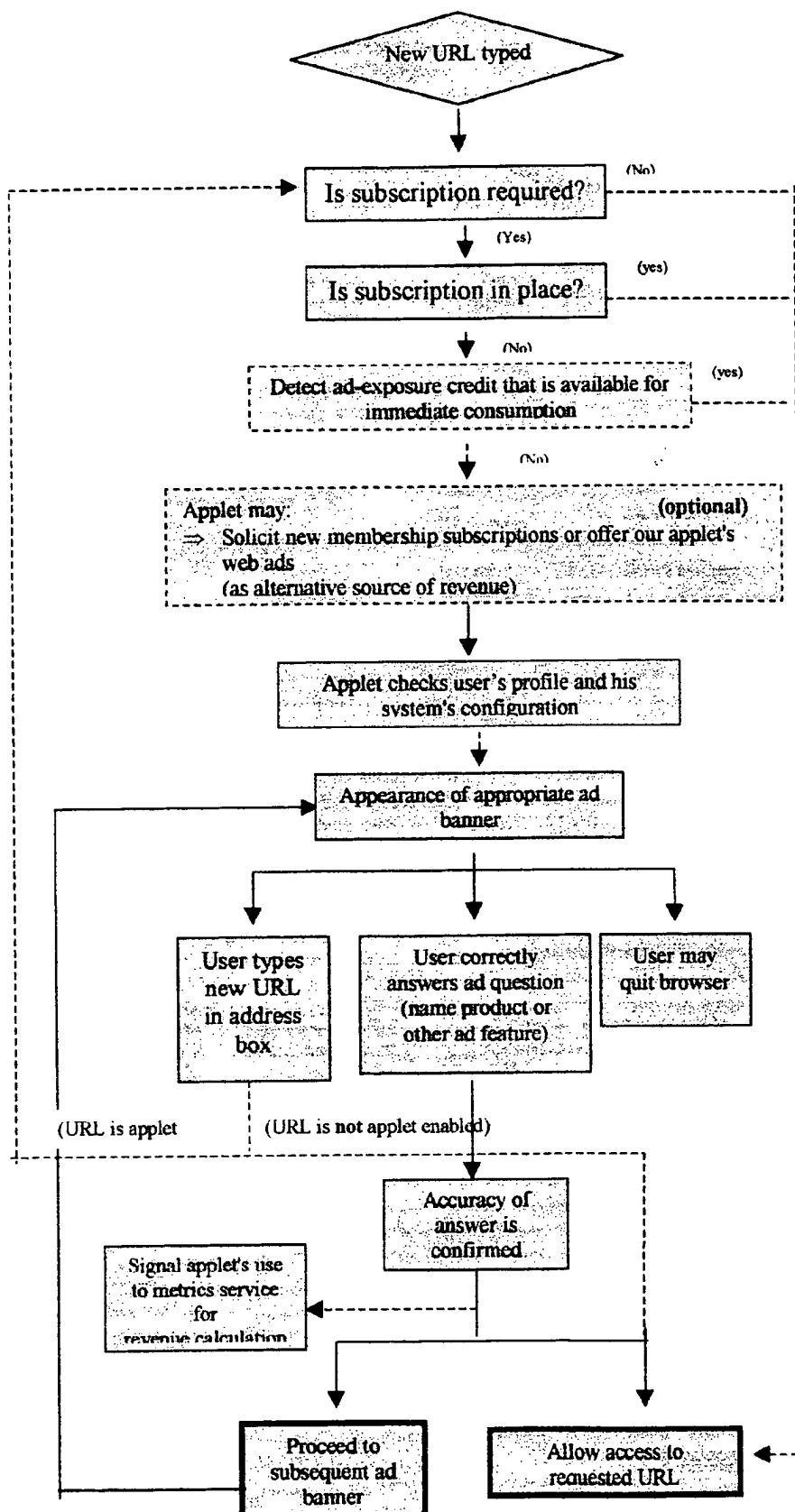
Remarks

Either through clicking on the URL link of previous web page or by typing it in address box

Flow-chart:

- New URL typed
- Is subscription required? — (No)
- (Yes) Is subscription in place? — (yes)
- (No) Detect ad-exposure credit that is available for immediate consumption — (yes)
- (No) Applet may: **(optional)** ⇒ Solicit new membership subscriptions or offer our applet's web ads (as alternative source of revenue)
- Applet checks user's profile and his system's configuration
- Appearance of appropriate ad banner
  - User types new URL in address box
  - User correctly answers ad question (name product or other ad feature)
  - User may quit browser
- (URL is applet / URL is **not** applet enabled)
- Accuracy of answer is confirmed
- Signal applet's use to metrics service for revenue calculation
- Proceed to subsequent ad banner
- Allow access to requested URL

Remarks boxes:

⇒ optional step prior to accessing requested URL.
⇒ give option to: - proceed,
　　　　　　　　 - seek other URL,
　　　　　　　　 - quit browser

1. Check viewer's profile to match with selection of ads
2. Detect other tools for entering data (drawing pads, mics, etc.)

Masking or otherwise blocking view and access to URL

User answers by means of:
⇒ Mouse (if MCQ)
⇒ Keyboard (if typing is required)
⇒ Microphone (if answer is provided verbally)

```
Product          Advertising         Ad hosting         Viewers (public)
manufacturer     agency              website
                 or
                 Mktg.
                 Director
```

Offsets and ad-space exchanges

```
Product          Advertising         Applet's           Ad hosting         Viewers
manufacturer     Agency              Website            Website            (Public)
                 or
                 Mktg.
                 Director
```

Determines:
- Ad agency
- Campaign budget
- Targeted segment

- Creates ad content
- Targets segments
- Orders number of impressions to the applet's Website
- Selects websites
- Pays token/

- Tracks websites' visits and applet's use

- Bills advertised companies (or agencies) and collects payments

- Retains commission and distributes revenues to websites

- Creates reports

- Schedules ads display (may auction out timing slots)

- Allocates ads to affiliated websites according to stakeholders'

Determines its optimum "tolling policy"

$\Rightarrow$ number of ads per contained item

("content utility/ consumer aversion" ratio)

- Choose their profiles and fields of interest to receive more pleasing and relevant content

- Accumulate ad-viewing points for future unobstructed viewing.

ΟΡΓΑΝΙΣΜΟΣ ΠΝΕΥΜΑΤΙΚΗΣ ΙΔΙΟΚΤΗΣΙΑΣ
ΜΕΤΣΟΒΟΥ 5 - 106 82 ΑΘΗΝΑ
ΤΗΛ 82 53 715 / 82 53 731
FAX 82 53 732

Εξώφυλλο Fax

ΗΜΕΡ/ΝΙΑ: 7-9-2000

ΠΡΟΣ   : ω. ΚΩΝΤΟΓΟΤΡΗ ΛΕΑΝΔΡΟ

ΥΠΟΨΗ   :   FAX: 67.12.053

ΑΠΟ   : Δ. Καλλινιων

Αριθμός σελίδων συμπεριλαμβανομένης της παρούσης: (2)

Μήνυμα

Introduction to the U.S. Copyright Office

Velcome to the Copyright Office Automated Information Service. The U. S. Copyright Office, a department of the Library of Congress, is located at 101 ndependence Avenue, S. E., in Washington, DC, convenient to the Capitol South Metro station on the Blue and Orange lines. Our mailing address is:

Copyright Office
Library of Congress
Washington DC 20559-6000

Visitor Information, including maps, accommodations, tours, etc.

Our hours of public service are 8:30 a. m. to 5:00 p. m., Eastern time, Monday through Friday, except legal holidays. During these hours you may telephone the Copyright Office at (202) 707-3000 to speak to one of our copyright information specialists. After hours, you may access prerecorded information messages on this number. If you simply want to order Copyright Office publications or application forms, and you know which ones you need, you may leave a recorded request 24 hours a day at (202) 707-9100.

The Copyright menu provides access to other resources relating to copyright available through the Internet. Our intent is to make these resources accessible for informational purposes only.

The Copyright Office and the Library of Congress bears NO responsibility for the quality of information provided through other sites and computer systems.
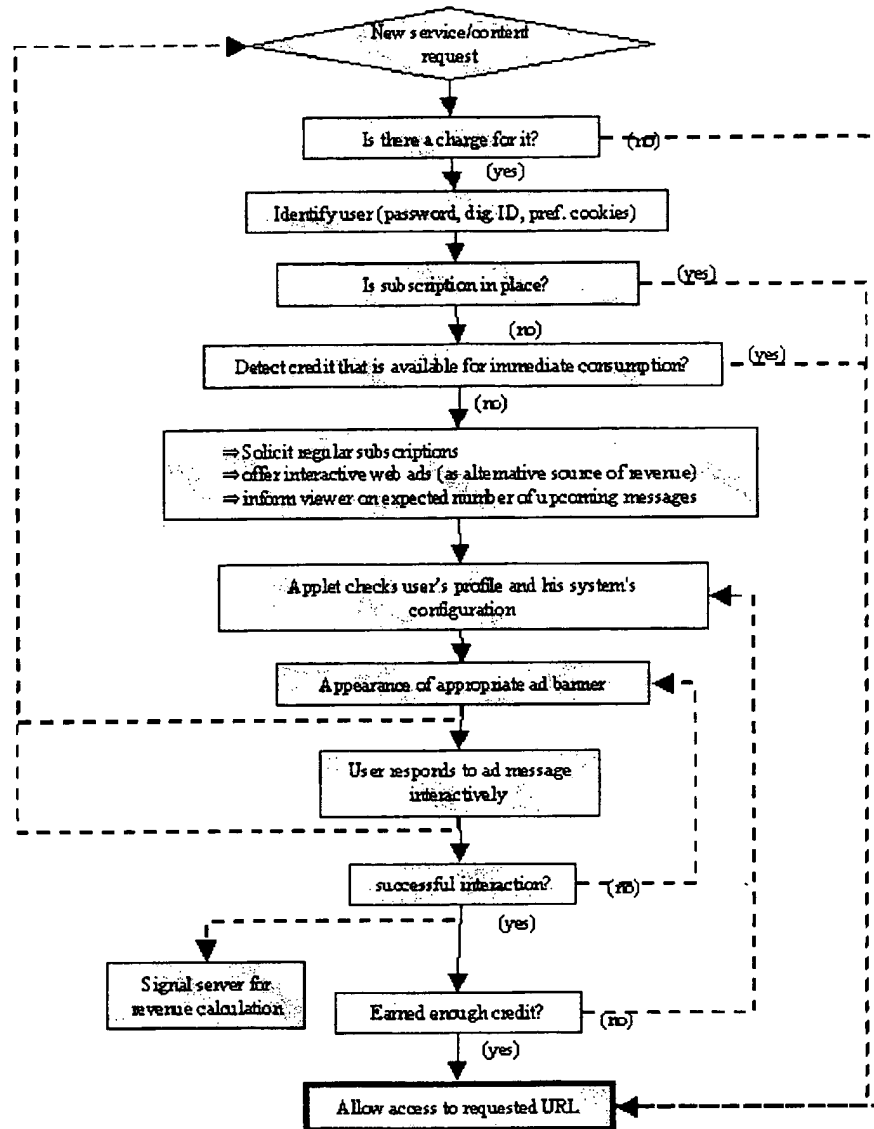
If you have suggestions for links to copyright related resources or for improving this menu, please contact the U.S. Copyright Office.

U.S. Copyright Office Home Page

Indicative flow-chart of process

New service/content request

Is there a charge for it? — (no)

(yes)

Identify user (password, dig. ID, pref. cookies)

Is subscription in place? — (yes)

(no)

Detect credit that is available for immediate consumption? — (yes)

(no)

⇒ Solicit regular subscriptions
⇒ offer interactive web ads (as alternative source of revenue)
⇒ inform viewer on expected number of upcoming messages

Applet checks user's profile and his system's configuration

Appearance of appropriate ad banner

User responds to ad message interactively

successful interaction? — (no)

(yes)

Signal server for revenue calculation

Earned enough credit? — (no)

(yes)

Allow access to requested URL